

**Преподавание английского языка в профессиональном
контексте. Интеграция лингвистического
и профессионального образования
(материалы 2-й Международной
научно-практической конференции)
(14–15 мая 2015 г. см. № 3(57) / 2015)**

УДК 81-11

DOI: 10.17277/voprosy.2016.01.pp.136-140

**FUNCTIONAL SPECIFICITY
OF THE GENRE “PRESS RELEASE”**

M. V. Busygina

Volgograd State Socio-Pedagogical University

*Reviewed by Doctor of Pedagogic Sciences,
Professor R. P. Milrood*

Keywords: functional significance of press release; functions of press release; genre of “press release”; impact system; media event; recipient; sender.

Abstract: The article reveals functional implementation of the genre “press release”. The following key functions are distinguished: informative, affecting and image-function. They are divided according to the impact systems. One of them is “Media Event” that seems to be relevant to the genre under consideration, implementing harmonizing and agonistic functions. As a result of the study, the conclusion is made that the most widely spread and used functions are: informative, affective and communicative.

Press releases as a basis of news reports in newspapers, magazines, television, the Internet is a way to communicate to people some ideas, events and promote goods, services. According to V. Philippov, the main purpose of the press release is to attract the attention and interest of target audiences, primarily journalists, to very significant events or phenomena occurring in institutions, public organizations or parties. In the cases, where the information is very important, they genuinely have the nature of the news, so they affect the interests of the general public [1]. Thus the main function of a press release is to prompt dissemination of information about people and events via the media.

Based on the principal objective of the press release, it can be concluded that **the functional significance of the press release** is a limited amount of

Бусыгина Марьяна Владимировна – кандидат филологических наук, доцент кафедры английского языка и методики его преподавания, e-mail: busygina.maryana@mail.ru, ФГБОУ ВПО «Волгоградский государственный социально-педагогический университет», г. Волгоград.

a system of facts, characterized by unity of time and place of the problem that defines the primary **function of the press release as informative**.

Another equally important function of the press release is the **affecting function**, which acts as one of the essential ones in the media discourse and lies in direct and indirect propaganda and advertising [2]. **The affecting function** expresses 1) attention management (attracting, retaining the attention); 2) persuasion; 3) suggestion [2].

A secondary purpose of the press release is to create a certain image, which is a determining factor, according to PR-experts (Skriptunova E. A, Marken A), so **the image-function** is implemented. Press releases have an aim to form the image of an organization (company) rather than a person. The organization image should be formed in 1-2 directions that will attract the attention of the audience and retain a created image in the memory of the target audience.

To form the desired image it is necessary to characterize the organization or a person in comparison with other senders, identify their advantages and know how to criticize themselves and competitors to disclose principles of activity. This role is performed by **the characterizing function**, implemented to operate within the organization and correct perception of valid information about the sender by the recipient.

In addition to *characterizing* and *image functions*, in the impact-system “sender” there are distinguished *monitoring, provocative, communicative, regulatory, analytical presentation functions*.

Before informing, the sender must assess the situation, objectively interpret it, predict the outcome, as well as provide possible solutions and / or recommendations to further activities – this is the monitoring function. Since the key markers of the press release are adequacy, accuracy and completeness of information, the importance of the monitoring function is evident, that allows the implementation of communicative function to the full extent.

It is the press release that becomes the starting point for the majority of editors and analysts in the coverage of activities of the company, its products and market position as a whole. A. Marken concludes that press releases are the main external communication form [3] which indicates the implementation of **the communicative function of a press release**.

At the same time press releases, according to S. Kozlov, can be intended for distribution within the organization [4]. Thus, the press release performs **the communicative function** also representing the inner communicative form that serves to communicate within the organization about the inner work of the enterprise and subsequent correction processes.

The communicative function is inseparably linked with **the provocative function**, providing motivation and provoking by the sender to commit verbal or non-verbal actions by the recipient. [2] It mainly concerns the vertical-term form of press release distribution within the organization, i.e., from the head to subordinates, which is a guide to action.

Affecting, provoking and communicative functions are closely connected with **the regulatory function** that organizes and regulates, searches for factual information in order to maintain control over public opinion. [2]

Along with the mentioned functions there is **the analytical-presentation function**, which aims to demonstrate possibilities of the person or organization in relation to the needs of the audience. This function suggests the possibility of establishing causal relationships, evaluation analysis to meet urgent needs [1].

After M. R. Zheltukhina [2], we divide the functions of the genre “press release” according to: 1) the impact system of “Sender → Recipient”; 2) the impact system of “Sender”; 3) the impact system of “Recipient” and 4) the impact system “Media Event”.

The functions of the press release mentioned above are implemented in the impact systems “Sender → Recipient” (informative, affecting) and “Sender” (communicative, image, characterizing, monitoring, provocative, regulatory, analytical presentation). Let us turn to the study of functions in the impact system “Recipient”. Here stands the main function – hedonistic [2].

The hedonistic function lies in providing the information in such a way that is perceived positively, the way it is transmitted meets the aesthetic needs of the recipient, that is, a topical media event, a bright, stimulating title, understandable vocabulary in the text with a clear simple structure.

Together with the hedonistic comes **the harmonizing function** for settling conflicts, removal of psychological strain [2]. We refer it to the functions in the impact system “Media Event”. In contrast to harmonizing function there is **the agonistic function**, manifested in the creation of conflict and provoking the recipient to solve the problem. Thus, the implementation of the agonistic function is more likely to be in announcing press releases, the aim of which is to draw the attention of the recipient to the upcoming events. Thus, the analysis identified the key functions, is shown in the Table 1.

Table 1

Functions of press release

Impact system	Functions	Purpose
1	2	3
“Sender→ Recipient”	Informative	Current facts about a person, event, services, changes in the unity of time and place of the problem
	Affecting	Attention management (attraction, retaining attention), persuasion, suggestion
Sender	Communicative	Implementation of external and internal forms of communication
	Image	The formation and retention of the person’s image
	Characterizing	Characterization of the organization or a person in comparison with other senders, the identification of its advantages, the ability to criticize themselves and competitors, disclosure of the guidelines
	Monitoring	Assessment of the situation, objective interpretation, anticipation of the outcome, and also providing possible solutions and/or recommendations for further activities

1	2	3
<i>Sender</i>	Provocative	Provoking and encouraging the sender to commit verbal or non-verbal action by the recipient
	Regulatory	The organization of processes, the regulation of public opinion, correction
	Analytical presentation	Demonstration of the capabilities of any person or enterprise in connection with the demand of consumers on the basis of establishing causal relationships, conducting evaluation
<i>Recipient</i>	Hedonistic	The presentation of information in a form that is perceived positively, in a way that meets aesthetic needs of the recipient
<i>Media Event</i>	Harmonizing	The settlement of conflict situations, psychological strain relief
	Agonistic	The creation of the conflict and provoking the recipient to solve the problem

The analysis of actual data shows that informative, affective and communicative functions of the press release take the leading position [5 – 7]. Press releases are used as a tool of PR-activities of the company and are equally important as promotional activities in order to attract the attention of the target audience to the range of goods, services, financial condition of the company, to form a certain image and retain the interest of the recipient in the activity of the person or enterprise. The press release is a more effective way of make oneself known than advertising, as press releases appear in newspapers, magazines and Internet news column that inspires confidence in people.

References

1. <http://evartist.narod.ru/text2/01.htm> (accessed: 23 February 2009). (In Russ.)
2. Zheltukhina M.R. *Tropologicheskaya suggestivnost' mass medial'nogo diskursa: o spetsifike rechevogo vozdeistviya tropov v yazyke SMI* [Tropological suggestiveness mass medial discourse about the specific impact of tropes in speech-language media], Moscow: In-t yazykoznaniya RAN; Volgograd: Izd-vo VF MUPK, 2003, 656 p. (In Russ.)
3. <http://www.reklamodatel.ru/static/art1579.htm> (accessed: 15 November 2009). (In Russ.)
4. <http://www.public-relations-blog.info/press-relizy-ix-naznachenie-i-osobennosti-rasprostraneniya/> (accessed: 8 October 2009). (In Russ.)
5. http://www.good.cnt.ru/p7_53.htm (accessed: 15 April 2015). (In Russ.)
6. <http://www.axima-consult.ru/stati-pressreliz.html> (accessed: 8 October 2008). (In Russ.)
7. http://www.ipr.by/ru/articles/2006/article_1.html (accessed: 15 March 2009). (In Russ.)

Список литературы

1. Тертычный, А. А. Жанры периодической печати [Электронный ресурс] / А. А. Тертычный. – 2000. – Режим доступа : <http://evartist.narod.ru/text2/01.htm> (дата обращения: 23.02.2009).
2. Желтухина, М. Р. Тропологическая суггестивность масс медиального дискурса: о специфике речевого воздействия тропов в языке СМИ / М. Р. Желтухина. – М. : Ин-т языкознания РАН; Волгоград : Изд-во ВФ МУПК, 2003. – 656 с.
3. Marken, A. Пиар в «любительском» стиле – вещь недопустимая [Электронный ресурс] / A. Marken // Рекламодатель: теория и практика. – 2002. – № 8. – Режим доступа : <http://www.reklamodatel.ru/static/art1579.htm> (дата обращения: 15.11.2009).
4. Козлов, С. В. Пресс-релизы, их назначение и особенности распространения [Электронный ресурс] / С. В. Козлов. – 2007. – 14 декабря. – Режим доступа : <http://www.public-relations-blog.info/press-relizy-ix-naznachenie-i-osobennosti-rasprostraneniya/> (дата обращения: 8.10.2009).
5. Пастухова, М. С. Как сделать и передать пресс-релиз для СМИ [Электронный ресурс] / М. С. Пастухова, Е. М. Шевченко. – Режим доступа : http://www.good.cnt.ru/p7_53.htm (дата обращения: 15.04.2015).
6. Скриптунова, Е. А. Пресс-релизы – эффективный инструмент PR или пустая трата времени [Электронный ресурс] / Е. А. Скриптунова. – 2008. – Режим доступа : <http://www.axima-consult.ru/stati-pressreliz.html> (дата обращения: 8.10.2008).
7. Филиппов, В. Н. Классификация документов в Public Relations [Электронный ресурс] / В. Н. Филиппов. – 2006. – 5 января. Режим доступа : http://www.ipr.by/ru/articles/2006/article_1.html (дата обращения: 15.03.2009).

Функциональная специфика жанра «пресс-релиз»

М. В. Бусыгина

*ФГБОУ ВПО «Волгоградский государственный
социально-педагогический университет», г. Волгоград*

Ключевые слова: адресант; адресат; жанр «пресс-релиз»; информационный повод; система воздействия; функции пресс-релиза; функциональное значение пресс-релиза.

Аннотация: Рассмотрена функциональная реализация жанра «пресс-релиз». Выделены ключевые функции, раскрывающие перво-степенные цели пресс-релиза: информационная, воздействующая и имиджевая. Они распределены в соответствии с системами воздействия. Отмечена система воздействия «Информационный Повод», являющаяся релевантной для рассматриваемого жанра и реализуемая посредством гармонизирующей и агональной функций. Сделан вывод о наиболее распространенных и используемых функциях: информационной, коммуникативной и воздействующей.

© М. В. Бусыгина, 2016